

Intervention: Quitter telephone support with interventions

Finding: Sufficient evidence for effectiveness

Potential partners to undertake the intervention:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Nonprofits or local coalitions | <input type="checkbox"/> Businesses or labor organizations |
| <input checked="" type="checkbox"/> Schools or universities | <input checked="" type="checkbox"/> Media |
| <input checked="" type="checkbox"/> Health care providers | <input checked="" type="checkbox"/> Local public health departments |
| <input type="checkbox"/> State public health departments | <input type="checkbox"/> Policymakers |
| <input checked="" type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other: |

Background on the intervention:

These interventions provide information and motivation to tobacco product users via telephone contact. These programs are organized efforts to help tobacco users quit and not start using tobacco again. They provide one or more sessions of counseling or assistance, usually delivered by trained counselors or health care providers. Help is delivered in one of the following ways: the tobacco user places a call requesting help, the professional guiding the effort to quit calls the user to offer help, or the professional returns a call from a user who requested help.

These telephone sessions, which usually follow a standardized approach to providing advice and counseling, are often combined with other efforts, such as distribution of materials about quitting, formal individual or group counseling, or nicotine replacement therapies (including patches or gum).

Findings from the systematic reviews:

There is sufficient evidence that telephone support, when combined with other efforts such as educational approaches or medical therapies, is effective in helping smokers to quit when implemented in both the clinical and community settings.

The 32 qualifying studies, with a median follow-up period of 12 months, demonstrated small but consistent increases in the number of tobacco users who quit. The median difference was +2.6 percentage points (a 41 percent improvement) in quit rates when compared to smokers who did not receive telephone counseling.

There are many different approaches to the use of telephone support, some of which work better than others. To be effective, programs should at least give tobacco users the option to call for help and should distribute printed materials about quitting tobacco use. This kind of telephone support is most effective when combined with other efforts, such as other educational approaches or medical therapies.

Reference:

Guide to Community Preventive Services - www.thecommunityguide.org/tobacco/